

BISNIS Bulletin



*Facilitating Commercial Success
in Eurasia*

May 2004



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U.S. Department of Commerce
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Strengthen Competitiveness through Science Collaboration in Eurasia

by Laura Schmidt Williams

More than 12 years after the passing of the Soviet Union, the continuing excellence of scientific research in Russia and Eurasia remains well known. In today's environment of ever-expanding openness and collaboration, joint research involving Eurasian institutes and Western partners is generating real benefits in terms of innovation and, ultimately, competitiveness. Yet certain challenges to doing business with partners in the former Soviet Union remain. One of the first obstacles to overcome is the difficulty associated with identifying promising and appropriate research partners from a dizzying menu of Eurasian options, and establishing the right initial contacts to explore areas of mutual interest despite the barriers of language and distance. Below are some resources to consider.

Upcoming Conference

If your business interests lie in the area of chemistry, pharmaceuticals, or environmental monitoring and remediation, the State Department's Bio-Chem

Redirect program is ready to help surmount this obstacle. The State Department is funding a first-ever **Chemical Science and Commercialization Conference** in Moscow on September 27–29, 2004. The goal is to introduce select chemical research and production institutes in Russia and Eurasia to potential Western partners, investors, and collaborators. Russian and Eurasian participants will include world-class specialists in organic and inorganic chemistry, polymer chemistry and catalysis, synthetic chemistry, analytical chemistry, chemical production, toxicology testing, occupational risk assessment, and environmental testing. Participating scientists and institutes are world-recognized for the quality of their scientific research, and their work regularly appears in international scientific journals.

Unlike purely scientific conferences, this venue is designed to facilitate an easy-to-absorb introduction to the technical capabilities and research interests of leading Eurasian institutes. Short and to-the-point presentations will summarize the key capabilities and promising research of more than a dozen leading institutes. Additional presentations on cutting-edge research will be provided in the areas of drug discovery, development, and toxicology testing; environmental remediation and monitoring technologies; and organic and inorganic synthesis. Poster displays demonstrating more than 50 other promising research efforts will be presented, and leading researchers will be available continuously for informal one-on-one discussions with interested parties. The conference will also address

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The 11th annual CIS and Eastern Europe Business Forum

November 4–6, 2004
University of Arizona in Tucson

The forum will provide an up-to-date analysis of political, economic, and legal aspects of business ventures in the former Soviet Union, as well as Eastern Europe, and will present case studies of successful American businesses and strategies for success. Representatives of various government programs that support American business ventures in the CIS and Eastern Europe will be present to answer questions. This is a unique opportunity to get the expertise of highly qualified professionals in academia, government, and business.

**If you would like to be a presenter at the forum, contact
Roza Simkhovich at roza@dakotacom.net or (520) 298-6599.**

**To learn more about the event, visit last year's conference Web site at
<http://russian.arizona.edu/business>.**

Facilitating Trade with Ukraine: Ukrainian Standards and Conformity Assessment Seminar

June 24–25, 2004
Embassy of Ukraine in the USA
Washington, D.C.

This seminar is organized by **Ukrstandard USA, Ltd.**, a New York-based corporation that is the North American representative for **Derzhstandard**, the Ukrainian State Research Production Center for Standardization, Metrology, and Certification.

The seminar will inform U.S. exporters about certification procedures, customs regulations, and transport logistics in order to make exporting to Ukraine easier, faster, more reliable, and less expensive. Top state experts from Ukraine's certification center and other government agencies directly involved in certification and customs clearance processes will participate in this seminar. International freight forwarders will also attend the event and will be able to advise on how to ship cargo to any destination in Ukraine.

Web site: www.ukrstandard.com

BISNIS

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in Eurasia*

BISNIS is the U.S. government's primary market information center for U.S. companies exploring business opportunities in Eurasia. Operated by the **Market Access and Compliance** unit of the **International Trade Administration**, BISNIS disseminates information in print form, electronically, and through consultations by its staff of trade specialists.

For more information, contact:
202-482-4655
202-482-2293 (fax)
bisnis@ita.doc.gov

To call BISNIS toll-free, dial
1-800-USA-TRADE (872-8723),
press 4 and then press 7
or visit BISNIS Online at
<http://bisnis.doc.gov> (English)
www.bisnis-eurasia.org (Russian)

DIRECTOR Trevor Gunn
trevor_gunn@ita.doc.gov

DEPUTY DIRECTOR Tanya Shuster
tanya_shuster@ita.doc.gov

MANAGING EDITOR Ellen S. House
ellen_house@ita.doc.gov

CONTRIBUTORS Joan Furlong,
Vladimir Kunin, Chang Suh,
Laura Schmidt Williams

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Partnering with Russian Science Brings Detection Technologies to Market

by Joan Furlong

Chelyabinsk-70. Gamaleya. Arzamas-16. These names may elicit chills in people familiar with former Soviet secret nuclear cities and the clandestine *Biopreparat*—forbidding facilities where Russian scientists developed some of the deadliest Cold War weapons. Today, these institutes have opened their doors—and their expertise—to business partnerships with U.S. industry to develop advanced detection technologies to protect and save lives.

These partnerships were made possible with the assistance of U.S. government-funded nonproliferation programs, which help to identify and validate new technologies with the ultimate goal of encouraging former weapons scientists to re-direct their formidable talents to civilian technologies with commercial potential thereby leading to sustainable jobs and long-term employment. U.S. companies seeking to explore cutting-edge technologies available in Russia today should be aware of the resources available through these programs.

IPP Helps Build Business Partnerships

Hundreds of U.S.-Russian high-technology partnerships have been sponsored by **Initiatives for Proliferation Prevention (IPP)**, a program of the National Nuclear Security Administration (NNSA) at the **U.S. Department of Energy (DOE)**. IPP helps transition Russia's nuclear, chemical, and biological weapons scientists to civilian ventures and in the process, reduces the risk of WMD proliferation and strengthens global security. Currently, IPP supports over 130 projects, with more than two dozen in three of Russia's ten nuclear cities. These projects enjoy additional support from the **Nuclear Cities Initiative (NCI)**, a complementary NNSA program designed to help downsize Russia's nuclear complex.

Typical IPP projects feature three-way, cost-sharing partnerships: a Russian institute (or its spin-off company); a U.S. industrial partner; and a DOE national laboratory. IPP funds support work by the Russian partner and the DOE lab; the U.S. partner matches with cash or in-kind contributions. When the technology is ready to commercialize, the U.S. company and its Russian partner decide how to share the risks and benefits of taking their new product to market.

Market Demand for Detection Technologies

In the post-9/11 world, many new U.S.-Russian commercial ventures are trying to meet heightened demands for detection technologies useful for homeland security and counter-terrorism. Three IPP-supported detection technologies close to market introduction are rapid action bacteria detectors, "smart bolts" able to report tampering, and radar-equipped robots able to detect lethal metal and plastic landmines.

Bacterial Bio-Hazards: Using recombinant techniques with enzymes extracted from a native Russian firefly, scientific teams at the **Gamaleya Institute of Epidemiology and Microbiology** and **Moscow State University** have created two reagents that glow in the presence of bacteria. The new "red" and "green" synthetic *Luciferin-Luciferase* reagents are valuable additions to detection methods for screening and elimination of bacteria and toxins in food, fuel, air and water supplies.

U.S. partner **New Horizons Diagnostics Corporation** of Columbia, Md., will incorporate the "red" reagent in its existing **PROFILE® 1 Bioluminometer**, a hand-held instrument that determines the presence of low levels of bacteria in less than five minutes. The new reagent is more stable and sensitive at room temperature, and will replace NHD's current material, which must remain refrigerated or frozen. NHD expects the enhanced **PROFILE® 1** to be an important tool for first responders in the event of a bio-terror attack.

The improved sensitivity and lower cost of the "green" *Luciferin-Luciferase* is expected to expand water and food testing capabilities. The Russian partners plan to use this version of the reagent in the NHD Bioluminometer for bacteria detection in milk, blood, hamburger, and other substances.

Land Mines: Over 110 million land mines are scattered across war-torn landscapes all over the world. Each year, these small but lethal weapons kill at least 25,000 people, and maim or dismember countless more children, adults, and animals. Finding and removing land mines is dangerous, time-consuming, and expensive.

The **EDIT Land mine Detector**, a unique combination of Russian radar technology with a Mars Rover-like robot able to identify and image plastic and metal land mines, will reduce the need for precarious minesweeping by hand or trained dogs.

The radar system was developed by **NIIS (Institute for Measuring Systems Research)** in Nizhny Novgorod. Engineers from **Stolar Horizon** in Raton, N. Mex., recognized its potential for multiple applications in detection, including imaging of underground structures and geologic anomalies. The U.S. and Russian partners are also developing new technologies for the coal, gas, and oil industries. The **EDIT** robot will be manufactured at **SPEKTR Conversion**, a spin-off company of

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STRENGTHEN COMPETITIVENESS continued from page 1

challenges to commercial collaboration in Russia and Eurasia and successful strategies to overcome them.

On the margins, the organizers will facilitate one-on-one discussions upon request between Western participants and institutes of interest. Participants tell the organizers what research areas or technical capabilities are of interest, and organizers will propose and arrange exploratory meetings, including providing interpretation support if needed.

ISTC Can Help Build Relationships

Say a company finds an institute with the technical capability to provide real value-added to its efforts to develop and test a new pharmaceutical. How can the two sides begin working together quickly and without the risks that sometimes complicate collaborations in Russia and Eurasia? The **International Science and Technology Center** (ISTC) in Moscow is ready to help. Through its Partner Program, the ISTC provides a mechanism for tax-free payments made directly to those scientists and researchers who actually participate in the collaborative project, and only for the time they have actually devoted to it. The ISTC also prevents customs hassles if a company needs to provide its project team with necessary equipment or materials. All ISTC projects are exempt from customs duties for project-related imports. What's more, the ISTC promotes full transparency for the project's financial operations by offering financial control and auditing services to world standards, which ensures that every penny invested is accounted for. Among the other benefits ISTC is ready to provide its Partners free of charge are: experienced in-house project management, efficient travel and logistical support, proven procedures for protecting your proprietary and confidential information, and transparent and effective provisions for protection of Intellectual Property Rights.

Perhaps the best feature of working through the ISTC is the following. For many promising projects, a U.S. company may be able to secure ISTC funding for all legitimate expenses incurred by the Eurasian collaborators (salary support, modest equipment and reagent purchases, and travel by Eurasian partners for project-related work) associated with the project. Via the ISTC, the State Department funds Eurasian research on selected joint projects with scientific merit and commercial potential. Successful projects must involve scientists from the former Soviet weapons complex (nuclear, chemical, biological or missile) since the State Department's ISTC and Bio-Chem Redirect Programs are targeted nonproliferation initiatives. All Russian and Eurasian institutes represented at the Chemical Science and Commercialization Conference will already meet this criterion.

BIO2004

June 6–9, 2004, San Francisco, Calif.

Web site: www.bio2004.org

Russian Biotechnology at BIO2004 is sponsored by the **BioIndustry Initiative** of the **U.S. Department of State**.

More than 50 representatives of Russian biotech research institutions and businesses will participate in an "Opportunities in Russian Biotech" panel discussion and a Russian International Pavilion.

For more information, contact Maria Douglass, BioIndustry Initiative, at bii@crdf.org or (703) 298-1276.

Examples of Success

ISTC projects have a proven track record of success. Just ask **Dow Chemical Company** and **Dupont de Nemours**. Both are ISTC Partners that have benefited from successful research collaborations facilitated by the ISTC. Their collaboration with the **Institute of Applied Chemistry** in St. Petersburg has produced state-of-the-art methodology and software to investigate reactive hazards of chemical processes. This analog-free, kinetics-based simulation approach represents new advanced methods for reactive hazards identification and characterization and measures for accident prevention and protection in the chemical industry.

In another example of successful collaboration, Dupont de Nemours is working with the **Nesmeyanov Institute of Organoelemental Compounds** (INEOS) in Moscow on an ongoing ISTC project to develop new approaches for synthesizing organic compounds, with results that are of interest for Dupont's pesticides investigations. The INEOS team synthesizes new compounds, conducts screening tests, and sends selected compounds to Dupont for detailed testing.

Both INEOS and the Institute of Applied Chemistry are among the invitees for the Chemical Science and Commercialization Conference, along with many others. These research collaborations with Russian and Eurasian chemical institutes have already worked for some U.S. companies, and they can work for others.

More information on the conference is available at <http://biistate.net/chemconference>. Participation in the conference is free, and you can register at the above address. Inquiries regarding the State Department's **Science Centers program** may be directed to Science Centers coordinator Andrew Hood at HoodA@t.state.gov. Inquiries regarding the State Department's **Bio-Chem Redirect program** should go to Bio-Chem Redirect program director Laura Schmidt Williams at SchmidtLA@t.state.gov.

A Sketch of Agribusiness in Azerbaijan

by Vladimir Kunin and Chang Suh

Azerbaijan once served as a major exporter of fruits, vegetables, and food products to other former Soviet republics, and the sector is currently second only to the growing energy sector. Ready consumer markets in neighboring China and access to the Caspian Sea make it a convenient hub for regional trade. However, the lack of modern agricultural processing and storage equipment currently results in goods rotting before reaching market. This is where U.S. machinery and investment may find a niche.

Possessing nine out of eleven climatic zones identified throughout the world, Azerbaijan grows a wide variety of grain, fruits and vegetables. Fruits (grapes, olives, lemons, persimmons, melons, strawberries, plums, peaches, quince, pomegranates, and tomatoes), vegetables, grains (wheat, maize, barley), tea leaves, and nuts are of high quality. Other major cash crops are cotton and tobacco, which have traditionally been produced and marketed by the state. With 98 percent of the nation's agricultural land in private hands and recent distribution of limited licenses for bonded warehouses, the sector is recovering and growing with local food processing companies being established or modernized, including some with U.S. participation. For example,

- M-Pro's Goychay Dairy Processing Plant became competitive in production of dairy products with help from Land O'Lakes. (see box on page 6)
- Four small cheese processing plants were established in Northern Azerbaijan with assistance from British Petroleum (BP) and USAID.
- A novice strawberry farmer received 150 strawberry plants through ACDI/VOCA, and after training he grew the plot to 8,000 strawberry plants.
- Several new enterprises were started or updated in 2003 including a fish factory, cannery, and tomato paste factory
- In 2000, Azerbaijani champagnes and wine brands took the gold medal at an International Tasting Convention in the United States.

Strengths of the Azerbaijan market favorable to investors include:

- Absence of competitive domestic industries creates a vacuum that could be filled with American goods, agricultural machinery, and food processing/packaging equipment.
- The low cost of labor and operations.

RESOURCES ON AZERBAIJAN

BISNIS

www.bisnis.doc.gov/azerbaijan

American Chamber of Commerce in Azerbaijan

www.amchamaz.org/

Azerbaijan Chamber of Commerce in the United States

www.usacc.org

Development Gateway for Azerbaijan

<http://gateway.az>

Azerbaijan Internet Links

<http://resources.net.az>

- Strong brand recognition in former Soviet markets and Eastern Europe.

Major challenges to agribusiness development in Azerbaijan include:

- corruption, obstacles to free flow of agricultural products, and registration of business associations;
- lack of credit for producers; and
- poor production and processing quality—lack of ISO and HACCP certification, as well as quality control by government.

Best prospects for U.S. companies, according to the U.S.

Department of Commerce, include:

- Machines for the preparation of fruits, nuts, and vegetables;
- machines for cleaning, sorting, grading seeds, grains, and vegetables;
- juice extractors;
- machines for filling, closing, and & sealing bottles, cans, boxes, bags, or other containers; and
- fruit dehydrators.

Azerbaijan is gaining increasing global investment attention with the Baku-Tbilisi-Ceyhan \$2.9 billion pipeline project due to become fully operational early 2005. Economic strength brought by successful oil and gas ventures have led to efforts within Azerbaijan to regain its edge as a supplier of processed and

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PARTNERING WITH RUSSIAN SCIENCE continued from page 3

Chelyabinsk-70, the nuclear weapons facility located in the formerly closed city of Snezhinsk.

Materials Protection: Sensitive or dangerous materials must be closely guarded to protect against accidental release, tampering, or theft. Standard surveillance systems are now bolstered by the addition of “smart bolt” technology, a sealing and bolting system featuring computer chips able to sense and report any attempts to open or move the material.

These tamper-indicating devices have been developed by **VNIIEF** (All-Russian Scientific Research Institute of Experimental Physics), also known as **Arzamas-16**, Russia’s leading nuclear facility in the closed city of Sarov, together with **Canberra Aquila** of Albuquerque, N. Mex.

Using radio-frequency communication, “smart bolts” allow operators to interrogate the bolt from a remote location. This advanced technology also enables the use of conventional containers for storage and transportation, and will help to reduce costs for securing dangerous materials.

The respective DOE national lab partners on these projects are **Pacific Northwest National Laboratory**, **Sandia National Laboratories**, and the **NNSA Kansas City Plant**.

The U.S. partners belong to the **U.S. Industry Coalition (USIC)**, a nonprofit, membership association of American companies participating in the IPP program. USIC facilitates technology commercialization for its members and their Russian or Eurasian partners by offering assistance on review and evaluation of business and marketing plans; identifying and negotiating sources of capital financing; and conducting partner searches and surveys for new technologies. For more information, go to www.usic.net.

Joan Furlong is Communications Manager for USIC.

Vladivostok Expo 2004

June 30–July 3, 2004
Vladivostok, Russia

Organizers: Vladivostok City Administration and DalExpoCenter

U.S. companies interested in the Russian Far East market are welcome to participate in the event, which features the following sectors: health and beauty products; IT and telecommunications; design, printing and advertising; municipal infrastructure development; tourism, entertainment, and hospitality industry; and education. The 2003 Expo included exhibitors from India, New Zealand, the United States, China, Thailand, Taiwan and Japan.

Web site: www.dalexpo.vl.ru

Land O’Lakes Agribusiness Successes

Land O’Lakes International Development has been helping Azerbaijan revitalize its agricultural sector through the USAID-funded Participatory Agricultural Projects (see www.idd.landolakes.com/azerbaijan.htm).

- Land O’Lakes consultant provides Azeri hazelnut processors with technical assistance in international processing standards and facilitates sale of Azeri hazelnuts for the first time to China.
- Land O’Lakes supported the Azerbaijan Dairy Processors’ Association to exhibit at the InterFood Exhibition in Baku. Participation in InterFood allowed the Association to promote itself to international and domestic clients and government officials, and resulted in a number of signed supply contracts.
- Land O’Lakes provided customized technical assistance to Goychay Dairy Processing Plant, helping the company improve its cheese and increase its production capacity to one ton per day.

A SKETCH OF AGRIBUSINESS IN AZERBAIJAN continued from page 5

packaged food products throughout the former Soviet Union. However local companies must first procure new or refurbished equipment. Several upstart Azeri private firms including the Quba Tinning Factory, M-pro, and the Azerbaijan Dairy Corporation have already made the move to European equipment and are interested in further sourcing of U.S. equipment.

U.S. companies considering an initial exploration of this market can gather some useful information from the Web sites and organizers of Azerbaijan’s two major annual agribusiness events. The Interfood exhibition (www.interfood.az), which takes place in Baku and held its tenth annual event in mid-May 2004, is the biggest food, drinks and packaging event in the country. Located in the country’s main agricultural region, the Guba Agricultural Show, which held its second annual event in July 2003, is organized with the assistance of several local associations as well as U.S. assistance programs engaged in the sector (see www.bisnis.doc.gov/bisnis/bisdoc/030613azagshow.htm).

Chang Suh covers Azerbaijan for BISNIS in Washington, DC. Vladimir Kunin was an intern at BISNIS.

Foreign Agricultural Service Helps Exporters to Eurasia

The Foreign Agricultural Service (FAS) of the **U.S. Department of Agriculture** runs programs that help U.S. exporters develop and maintain markets overseas for hundreds of food and agricultural products, from bulk commodities to brand-name items. Trade offices in key market countries function as service centers for U.S. exporters and foreign buyers seeking market information. U.S. agricultural trade offices and attaché offices assist U.S. exporters in launching products in markets with diverse food preferences, social customs, and marketing systems.

In Eurasia, FAS maintains field offices or personnel in Moscow, St. Petersburg, and Vladivostok, Russia (www.agmoscow.post.ru); Almaty, Kazakhstan; Kiev, Ukraine (www.usinfo.usemb.kiev.ua/faskyiv_index_eng.html), and Tashkent, Uzbekistan.

How Can FAS Help?

- Market Reports
- Importer Lists
- Trade Shows
- Foreign Buyers Missions
- Supermarket Promotions
- Menu Promotions
- Logistical Support for Visitors
- USDA Credit Programs

Upcoming Trade Shows

- | | |
|------------------------------------|------------|
| • World Food | Sept. 2004 |
| • Ingredients Russia (US Pavilion) | Nov. 2004 |
| • Prodexpo (US Pavilion) | Feb. 2005 |

Upcoming Trade Missions

- | | |
|--------------------|-----------|
| • FMI Show | May 2004 |
| • NRA Show | May 2004 |
| • PMA Fresh Summit | Oct. 2004 |
| • PLMA | Nov. 2004 |

How to Contact

U.S. Agricultural Trade Office, U.S. Embassy Moscow
 Jeffrey Hesse, Director
 Tel: +7 (095) 728-5560, Email: atomoscow@usda.gov
 Web site: www.fas.usda.gov

U.S. Commercial Service Programs at Upcoming Events in Eurasia

American Technologies 2004

Almaty, Kazakhstan
 July 14–16, 2004

The American Technologies Catalog Show is a showcase for introducing the most recent American technology to the Kazakhstani market. The catalog show will be held in the U.S. Embassy-Almaty. Visitors include both potential partners and customers. The show is expected to highlight the latest telecommunications, computer, security, safety, process controls equipment and services. U.S. firms should seriously consider the advantage of this low-cost option for testing market potential and making contact with potential agents and distributors in Kazakhstan.

Contact: Liza Utenkova, CS Almaty,
 tel: +7 (3272) 50-49-50,
 email: liza.utenkova@mail.doc.gov

Batimat (Construction Materials)

St. Petersburg, Russia
 September 13–16, 2004

The building products industry is currently one of the most rapidly developing sectors of the Russian economy. In addition, there is significant and increasing interest from Russian distributors in American building products. Batimat is one of two major trade shows devoted to building products in Northwest Russia. Participation in the U.S. Commercial Service's Product Literature Center will enable U.S. firms to test this exciting market for their products.

Contact: Alexander Kansky,
 CS St. Petersburg,
 tel: +7 (812)-326-2581,
 email: alexander.kansky@mail.doc.gov

Zdravookhranenie 2004

Moscow, Russia
 November 29–December 3, 2004

Zdravookhranenie is the largest health-care industry exhibition in Russia. Zdravookhranenie 2003 had 800 exhibitors from Russia and 27 foreign countries. The trade show features a wide spectrum of medical equipment, dental equipment and supplies, pharmaceuticals, biologically active food additives, cosmetology equipment, equipment for fitness centers. CS Russia will offer Gold Key Matching Service to U.S. manufacturers in conjunction with the event.

Contact: Ludmila Maksimova, CS Moscow,
 tel: +7 (095) 737-5037,
 email: ludmila.maksimova@mail.doc.gov

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or call toll-free 1-800-872-8723 and
press 4 and then 7.

Trade Events Calendar

Consumer Expo Organizer: Web site:	September 7-9, 2004 TNT Productions, Inc. www.tntexpo.com	Bishkek
AzPrintMedia/ AzUpack Organizer: Web site: Sectors:	September 8-10, 2004 Iteca www.azprintmedia.az printing, advertising and packaging	Baku
Baikal Economic Forum/ Irkutsk Intl. Fair Organizer: Web site:	September 14-17, 2004 Sibexpocenter www.sibexpo.ru	Irkutsk
Cardex Russia 2004 Organizer: Web site: Sector:	September 15-18, 2004 ITE Group Plc www.ite-expo.ru Smart Card and IT Security Expo	Moscow
Mining World Central Asia Organizer: Web site:	September 15-16, 2004 ITE Group Plc. www.miningandevents.com	Almaty
7th International Woodworking Organizer: Web site:	September 16-19, 2004 UralExpoCentre www.uralexpo.mplik.ru	Yekaterinburg

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